A9055-3U 6/87

TvB

# TRENDS IN ADVERTISING VOLUME

Prepared by the Research Department

June 1987

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022

## TOTAL ADVERTISING VOLUME IN THE UNITED STATES

| Medium | Millions of Dollars | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 |
| Newspapers | | | | | | | | |
| total | 1,745 | 1,911 | 2,070 | 2,251 | 2,464 | 2,632 | 2,685 | 3,077 |
| national | 379 | 463 | 518 | 529 | 537 | 606 | 607 | 712 |
| local | 1,366 | 1,448 | 1,552 | 1,722 | 1,927 | 2,026 | 2,078 | 2,365 |
| Magazines | | | | | | | | |
| total | 477 | 458 | 478 | 535 | 575 | 627 | 629 | 691 |
| weeklies | 258 | 245 | 261 | 297 | 325 | 351 | 363 | 397 |
| women's | 133 | 129 | 129 | 143 | 149 | 158 | 152 | 161 |
| monthlies | 86 | 84 | 88 | 95 | 101 | 118 | 114 | 133 |
| Farm Publications | 56 | 55 | 58 | 64 | 70 | 71 | 71 | 72 |
| Television | | | | | | | | |
| total | - | 58 | 171 | 332 | 454 | 606 | 809 | 1,035 |
| network | - | 30 | 85 | 181 | 256 | 320 | 422 | 550 |
| spot | - | 9 | 31 | 70 | 94 | 145 | 207 | 260 |
| local | - | 19 | 55 | 81 | 104 | 141 | 180 | 225 |
| Radio | | | | | | | | |
| total | 562 | 571 | 605 | 606 | 624 | 611 | 559 | 545 |
| network | 211 | 203 | 196 | 180 | 162 | 141 | 114 | 84 |
| spot | 121 | 123 | 136 | 138 | 141 | 146 | 135 | 134 |
| local | 230 | 245 | 273 | 288 | 321 | 324 | 310 | 327 |
| Direct Mail | 689 | 756 | 803 | 924 | 1,024 | 1,099 | 1,202 | 1,299 |
| Business Papers | 251 | 248 | 251 | 292 | 365 | 395 | 408 | 446 |
| Outdoor | | | | | | | | |
| total | 132 | 131 | 142 | 149 | 162 | 176 | 187 | 192 |
| national | 89 | 88 | 96 | 101 | 109 | 119 | 126 | 130 |
| local | 43 | 43 | 46 | 48 | 53 | 57 | 61 | 62 |
| Miscellaneous | | | | | | | | |
| total | 958 | 1,022 | 1,122 | 1,267 | 1,402 | 1,523 | 1,600 | 1,793 |
| national | 522 | 557 | 608 | 696 | 767 | 846 | 899 | 1,002 |
| local | 436 | 465 | 514 | 571 | 635 | 677 | 701 | 791 |
| Total | | | | | | | | |
| national | 2,795 | 2,990 | 3,260 | 3,710 | 4,100 | 4,515 | 4,820 | 5,380 |
| local | 2,075 | 2,220 | 2,440 | 2,710 | 3,040 | 3,225 | 3,330 | 3,770 |
| GRAND TOTAL | 4,870 | 5,210 | 5,700 | 6,420 | 7,140 | 7,740 | 8,150 | 9,150 |

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

| Medium | Millions of Dollars | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1956 | 1957 | 1958 | 1959 | 1960 | 1961 | 1962 | 1963 |
| Newspapers | | | | | | | | |
| total | 3,223 | 3,268 | 3,176 | 3,526 | 3,681 | 3,601 | 3,659 | 3,780 |
| national | 754 | 768 | 724 | 773 | 778 | 744 | 722 | 702 |
| local | 2,469 | 2,500 | 2,452 | 2,753 | 2,903 | 2,857 | 2,937 | 3,078 |
| Magazines | | | | | | | | |
| total | 758 | 777 | 734 | 832 | 909 | 895 | 942 | 1,002 |
| weeklies | 440 | 451 | 425 | 479 | 525 | 508 | 519 | 540 |
| women's | 166 | 165 | 151 | 168 | 184 | 187 | 200 | 218 |
| monthlies | 152 | 161 | 158 | 185 | 200 | 200 | 223 | 244 |
| Farm Publications | 73 | 71 | 67 | 71 | 66 | 62 | 65 | 66 |
| Television | | | | | | | | |
| total | 1,225 | 1,286 | 1,387 | 1,529 | 1,627 | 1,691 | 1,897 | 2,032 |
| network | 643 | 690 | 742 | 776 | 820 | 887 | 976 | 1,025 |
| spot | 329 | 352 | 397 | 486 | 527 | 548 | 629 | 698 |
| local | 253 | 244 | 248 | 267 | 280 | 256 | 292 | 309 |
| Radio | | | | | | | | |
| total | 567 | 618 | 620 | 656 | 693 | 683 | 736 | 789 |
| network | 60 | 63 | 58 | 44 | 43 | 43 | 46 | 56 |
| spot | 161 | 187 | 190 | 206 | 222 | 220 | 233 | 243 |
| local | 346 | 368 | 372 | 406 | 428 | 420 | 457 | 490 |
| Direct Mail | 1,419 | 1,471 | 1,589 | 1,688 | 1,830 | 1,850 | 1,933 | 2,078 |
| Business Papers | 496 | 568 | 525 | 569 | 609 | 578 | 597 | 615 |
| Outdoor | | | | | | | | |
| total | 201 | 199 | 192 | 193 | 203 | 180 | 171 | 171 |
| national | 136 | 134 | 130 | 130 | 137 | 122 | 115 | 115 |
| local | 65 | 65 | 62 | 63 | 66 | 58 | 56 | 56 |
| Miscellaneous | | | | | | | | |
| total | 1,948 | 2,012 | 2,020 | 2,206 | 2,342 | 2,320 | 2,430 | 2,567 |
| national | 1,111 | 1,169 | 1,184 | 1,280 | 1,364 | 1,366 | 1,437 | 1,520 |
| local | 837 | 843 | 836 | 926 | 978 | 954 | 993 | 1,047 |
| Total | | | | | | | | |
| national | 5,940 | 6,250 | 6,340 | 6,855 | 7,305 | 7,315 | 7,695 | 8,120 |
| local | 3,970 | 4,020 | 3,970 | 4,415 | 4,655 | 4,545 | 4,735 | 4,980 |
| GRAND TOTAL | 9,910 | 10,270 | 10,310 | 11,270 | 11,960 | 11,860 | 12,430 | 13,100 |

Source: McCann-Erickson, Inc.

## TOTAL ADVERTISING VOLUME IN THE UNITED STATES

| Medium | Millions of Dollars | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1964 | 1965 | 1966 | 1967 | 1968 | 1969 | 1970 | 1971 |
| Newspapers | | | | | | | | |
| total | 4,120 | 4,426 | 4,865 | 4,910 | 5,232 | 5,714 | 5,704 | 6,167 |
| national | 773 | 784 | 887 | 846 | 889 | 943 | 891 | 972 |
| local | 3,347 | 3,642 | 3,978 | 4,064 | 4,343 | 4,771 | 4,813 | 5,195 |
| Magazines | | | | | | | | |
| total | 1,074 | 1,161 | 1,254 | 1,245 | 1,283 | 1,344 | 1,292 | 1,370 |
| weeklies | 583 | 610 | 658 | 651 | 657 | 662 | 617 | 626 |
| women's | 231 | 269 | 280 | 282 | 284 | 308 | 301 | 340 |
| monthlies | 260 | 282 | 316 | 312 | 342 | 374 | 374 | 404 |
| Farm Publications | 66 | 71 | 70 | 68 | 68 | 64 | 62 | 57 |
| Television | | | | | | | | |
| total | 2,289 | 2,515 | 2,823 | 2,909 | 3,231 | 3,585 | 3,596 | 3,534 |
| network | 1,132 | 1,237 | 1,393 | 1,455 | 1,523 | 1,678 | 1,658 | 1,593 |
| spot | 806 | 892 | 988 | 988 | 1,131 | 1,253 | 1,234 | 1,145 |
| local | 351 | 386 | 442 | 466 | 577 | 654 | 704 | 796 |
| Radio | | | | | | | | |
| total | 846 | 917 | 1,010 | 1,048 | 1,190 | 1,264 | 1,308 | 1,445 |
| network | 59 | 60 | 63 | 64 | 63 | 59 | 56 | 63 |
| spot | 256 | 275 | 308 | 314 | 360 | 368 | 371 | 395 |
| local | 531 | 582 | 639 | 670 | 767 | 837 | 881 | 987 |
| Direct Mail | 2,184 | 2,324 | 2,461 | 2,488 | 2,612 | 2,670 | 2,766 | 3,067 |
| Business Papers | 623 | 671 | 712 | 707 | 714 | 752 | 740 | 720 |
| Outdoor | | | | | | | | |
| total | 175 | 180 | 178 | 191 | 208 | 213 | 234 | 261 |
| national | 117 | 120 | 118 | 126 | 137 | 138 | 154 | 172 |
| local | 58 | 60 | 60 | 65 | 71 | 75 | 80 | 89 |
| Miscellaneous | | | | | | | | |
| total | 2,773 | 2,985 | 3,257 | 3,304 | 3,552 | 3,814 | 3,848 | 4,079 |
| national | 1,630 | 1,745 | 1,896 | 1,909 | 2,020 | 2,131 | 2,126 | 2,201 |
| local | 1,143 | 1,240 | 1,361 | 1,395 | 1,532 | 1,683 | 1,722 | 1,878 |
| Total | | | | | | | | |
| national | 8,720 | 9,340 | 10,150 | 10,210 | 10,800 | 11,400 | 11,350 | 11,755 |
| local | 5,430 | 5,910 | 6,480 | 6,660 | 7,290 | 8,020 | 8,200 | 8,945 |
| GRAND TOTAL | 14,150 | 15,250 | 16,630 | 16,870 | 18,090 | 19,420 | 19,550 | 20,700 |

Source: McCann-Erickson, Inc.

## TOTAL ADVERTISING VOLUME IN THE UNITED STATES

| Medium | Millions of Dollars | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1972 | 1973 | 1974 | 1975 | 1976 | 1977 | 1978 | 1979 |
| Newspapers | | | | | | | | |
| total | 6,938 | 7,481 | 7,842 | 8,234 | 9,618 | 10,751 | 12,214 | 13,863 |
| national | 1,062 | 1,049 | 1,105 | 1,109 | 1,342 | 1,472 | 1,541 | 1,770 |
| local | 5,876 | 6,432 | 6,737 | 7,125 | 8,276 | 9,279 | 10,673 | 12,093 |
| Magazines | | | | | | | | |
| total | 1,440 | 1,448 | 1,504 | 1,465 | 1,789 | 2,162 | 2,597 | 2,932 |
| weeklies | 610 | 583 | 630 | 612 | 748 | 903 | 1,158 | 1,327 |
| women's | 368 | 362 | 372 | 368 | 457 | 565 | 672 | 730 |
| monthlies | 462 | 503 | 502 | 485 | 584 | 694 | 767 | 875 |
| Farm Publications | 59 | 65 | 72 | 74 | 86 | 90 | 104 | 120 |
| Television | | | | | | | | |
| total | 4,091 | 4,460 | 4,854 | 5,263 | 6,721 | 7,612 | 8,955 | 10,154 |
| network | 1,804 | 1,968 | 2,145 | 2,306 | 2,857 | 3,460 | 3,975 | 4,599 |
| spot | 1,318 | 1,377 | 1,497 | 1,623 | 2,154 | 2,204 | 2,607 | 2,873 |
| local | 969 | 1,115 | 1,212 | 1,334 | 1,710 | 1,948 | 2,373 | 2,682 |
| Radio | | | | | | | | |
| total | 1,612 | 1,723 | 1,837 | 1,980 | 2,330 | 2,634 | 3,052 | 3,326 |
| network | 74 | 68 | 69 | 83 | 105 | 137 | 147 | 161 |
| spot | 402 | 400 | 405 | 436 | 518 | 546 | 620 | 667 |
| local | 1,136 | 1,255 | 1,363 | 1,461 | 1,707 | 1,951 | 2,285 | 2,498 |
| Direct Mail | 3,420 | 3,698 | 4,054 | 4,124 | 4,786 | 5,164 | 5,987 | 6,653 |
| Business Papers | 781 | 865 | 900 | 919 | 1,035 | 1,221 | 1,400 | 1,575 |
| Outdoor | | | | | | | | |
| total | 292 | 308 | 309 | 335 | 383 | 418 | 466 | 540 |
| national | 192 | 200 | 203 | 220 | 252 | 290 | 307 | 355 |
| local | 100 | 108 | 106 | 115 | 131 | 128 | 159 | 185 |
| Miscellaneous | | | | | | | | |
| total | 4,577 | 4,932 | 5,248 | 5,506 | 6,652 | 7,388 | 8,555 | 9,633 |
| national | 2,428 | 2,562 | 2,746 | 2,841 | 3,431 | 3,849 | 4,435 | 4,992 |
| local | 2,149 | 2,370 | 2,502 | 2,665 | 3,121 | 3,539 | 4,120 | 4,641 |
| Total | | | | | | | | |
| national | 12,980 | 13,700 | 14,700 | 15,200 | 18,355 | 20,595 | 23,720 | 26,695 |
| local | 10,230 | 11,280 | 11,920 | 12,700 | 14,945 | 16,845 | 19,610 | 22,085 |
| GRAND TOTAL | 23,210 | 24,980 | 26,620 | 27,900 | 33,300 | 37,440 | 43,330 | 48,780 |

Source: McCann-Erickson, Inc.

TOTAL ADVERTISING VOLUME IN THE UNITED STATES

| Medium | Millions of Dollars | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1980 | 1981 | 1982 | 1983 | 1984 | 1985 | 1986 | 1987 |
| Newspapers | | | | | | | | |
| total | 14,794 | 16,528 | 17,694 | 20,582 | 23,522 | 25,170 | 26,990 | |
| national | 1,963 | 2,259 | 2,452 | 2,734 | 3,081 | 3,352 | 3,376 | |
| local | 12,831 | 14,269 | 15,242 | 17,848 | 20,441 | 21,818 | 23,614 | |
| Magazines | | | | | | | | |
| total | 3,149 | 3,533 | 3,710 | 4,233 | 4,932 | 5,155 | 5,317 | |
| weeklies | 1,418 | 1,598 | 1,659 | 1,917 | 2,224 | 2,297 | 2,327 | |
| women's | 782 | 853 | 904 | 1,056 | 1,209 | 1,294 | 1,376 | |
| monthlies | 949 | 1,082 | 1,147 | 1,260 | 1,499 | 1,564 | 1,614 | |
| Farm Publications | 130 | 146 | 148 | 163 | 181 | 186 | 192 | |
| Television | | | | | | | | |
| total | 11,416 | 12,764 | 14,489 | 16,489 | 19,528 | 20,543 | 22,264 | |
| network | 5,130 | 5,575 | 6,210 | 7,017 | 8,526 | 8,285 | 8,570 | |
| spot | 3,269 | 3,746 | 4,364 | 4,827 | 5,488 | 6,004 | 6,570 | |
| Nat'l Syndication* | 50 | 75 | 150 | 300 | 430 | 540 | 610 | |
| local | 2,967 | 3,368 | 3,765 | 4,345 | 5,084 | 5,714 | 6,514 | |
| Cable TV | | | | | | | | |
| total | 58 | 122 | 227 | 353 | 572 | 767 | 931 | |
| national | 50 | 105 | 195 | 303 | 492 | 637 | 752 | |
| local | 8 | 17 | 32 | 50 | 80 | 130 | 179 | |
| Radio | | | | | | | | |
| total | 3,702 | 4,230 | 4,670 | 5,210 | 5,817 | 6,490 | 6,949 | |
| network | 183 | 230 | 255 | 296 | 320 | 365 | 423 | |
| spot | 779 | 879 | 923 | 1,038 | 1,197 | 1,335 | 1,348 | |
| local | 2,740 | 3,121 | 3,492 | 3,876 | 4,300 | 4,790 | 5,178 | |
| Direct Mail | 7,596 | 8,944 | 10,319 | 11,795 | 13,800 | 15,500 | 17,145 | |
| Business Papers | 1,674 | 1,841 | 1,876 | 1,990 | 2,270 | 2,375 | 2,382 | |
| Outdoor | | | | | | | | |
| total | 578 | 650 | 721 | 794 | 872 | 945 | 985 | |
| national | 364 | 419 | 465 | 512 | 562 | 610 | 600 | |
| local | 214 | 231 | 256 | 282 | 310 | 335 | 385 | |
| Miscellaneous | | | | | | | | |
| total | 10,453 | 11,672 | 12,726 | 14,241 | 16,356 | 17,629 | 19,595 | |
| national | 5,478 | 6,138 | 6,718 | 7,317 | 8,441 | 9,021 | 10,175 | |
| local | 4,975 | 5,534 | 6,008 | 6,924 | 7,915 | 8,608 | 9,420 | |
| Total | | | | | | | | |
| national | 29,815 | 33,890 | 37,785 | 42,525 | 49,690 | 53,355 | 56,850 | |
| local | 23,735 | 26,540 | 28,795 | 33,325 | 38,130 | 41,395 | 45,290 | |
| GRAND TOTAL | 53,550 | 60,430 | 66,580 | 75,850 | 87,820 | 94,750 | 102,140 | |

*TvB estimate
Source: McCann-Erickson, Inc.

A9055-34 (A)
10/87

TvB

# TRENDS IN ADVERTISING VOLUME

Prepared by the Research Department

July 1987

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022

## TOTAL ADVERTISING VOLUME IN THE UNITED STATES

| MEDIUM | 1986 $MILL. | 1986 SHARE | 1986 % CHG | 1987 $MILL. | 1987 SHARE | 1987 % CHG |
|---|---|---|---|---|---|---|
| **NEWSPAPERS** | | | | | | |
| TOTAL | 26,990 | 26.4% | 7.2% | 29,230 | 26.6% | 8.3% |
| NATIONAL | 3,376 | 3.3% | 0.7% | 3,490 | 3.2% | 3.4% |
| LOCAL | 23,614 | 23.1% | 8.2% | 25,740 | 23.4% | 9.0% |
| **MAGAZINES** | | | | | | |
| TOTAL | 5,317 | 5.2% | 3.1% | 5,515 | 5.0% | 3.7% |
| WEEKLIES | 2,327 | 2.3% | 1.3% | 2,405* | 2.2% | 3.4% |
| WOMEN'S | 1,376 | 1.3% | 6.3% | 1,435* | 1.3% | 4.3% |
| MONTHLIES | 1,614 | 1.6% | 3.2% | 1,675* | 1.5% | 3.8% |
| **FARM PUBLICATION** | 192 | 0.2% | 3.2% | 195* | 0.2% | 1.6% |
| **TELEVISION** | | | | | | |
| TOTAL | 22,264 | 21.8% | 8.4% | 23,703 | 21.6% | 6.5% |
| NETWORK | 8,570 | 8.4% | 3.4% | 8,970 | 8.2% | 4.7% |
| SPOT | 6,570 | 6.4% | 9.4% | 6,965 | 6.3% | 6.0% |
| NAT. SYN* | 610 | 0.6% | 13.0% | 708* | 0.6% | 16.1% |
| LOCAL | 6,514 | 6.4% | 14.0% | 7,060 | 6.5% | 8.4% |
| **CABLE TV** | | | | | | |
| TOTAL | 931 | 0.9% | 21.4% | 1,065* | 1.0% | 14.4% |
| NATIONAL | 752 | 0.7% | 18.1% | 830 | 0.8% | 10.4% |
| LOCAL | 179 | 0.2% | 37.7% | 235* | 0.2% | 31.3% |
| **RADIO** | | | | | | |
| TOTAL | 6,949 | 6.8% | 7.1% | 7,330 | 6.7% | 5.5% |
| NETWORK | 423 | 0.4% | 15.9% | 450* | 0.4% | 6.4% |
| SPOT | 1,348 | 1.3% | 1.0% | 1,390* | 1.3% | 3.1% |
| LOCAL | 5,178 | 5.1% | 8.1% | 5,490 | 5.0% | 6.0% |
| **DIRECT MAIL** | 17,145 | 16.8% | 10.6% | 18,930 | 17.2% | 10.4% |
| **BUSINESS PAPER** | 2,382 | 2.3% | 0.3% | 2,450* | 2.2% | 2.9% |
| **OUTDOOR** | | | | | | |
| TOTAL | 985 | 1.0% | 4.2% | 1,045* | 1.0% | 6.1% |
| NATIONAL | 600 | 0.6% | -1.6% | 640* | 0.6% | 6.7% |
| LOCAL | 385 | 0.4% | 14.9% | 405* | 0.4% | 5.2% |
| **MISCELLANEOUS** | | | | | | |
| TOTAL | 18,985 | 18.6% | 7.8% | 20,367* | 18.5% | 7.3% |
| NATIONAL | 9,565 | 9.4% | 6.2% | 10,117* | 9.2% | 5.8% |
| LOCAL | 9,420 | 9.2% | 9.4% | 10,250* | 9.3% | 8.8% |
| **TOTAL** | | | | | | |
| NATIONAL | 56,850 | 55.7% | 6.6% | 60,650 | 55.2% | 6.7% |
| LOCAL | 45,290 | 44.3% | 9.4% | 49,180 | 44.8% | 8.6% |
| **GRAND TOTAL** | 102,140 | 100.0% | 7.8% | 109,830 | 100.0% | 7.5% |

**Source : McCann-Erickson, Inc.**
*** TVB ESTIMATE**

## TOTAL ADVERTISING VOLUME IN THE UNITED STATES

| MEDIUM | 1982 $MILL. | 1982 SHARE | 1983 $MILL. | 1983 SHARE | 1984 $MILL. | 1984 SHARE | 1985 $MILL. | 1985 SHARE |
|---|---|---|---|---|---|---|---|---|
| **NEWSPAPERS** | | | | | | | | |
| TOTAL | 17,694 | 26.6% | 20,582 | 27.1% | 23,522 | 26.8% | 25,170 | 26.6% |
| NATIONAL | 2,452 | 3.7% | 2,734 | 3.6% | 3,081 | 3.5% | 3,352 | 3.5% |
| LOCAL | 15,242 | 22.9% | 17,848 | 23.5% | 20,441 | 23.3% | 21,818 | 23.1% |
| **MAGAZINES** | | | | | | | | |
| TOTAL | 3,710 | 5.6% | 4,233 | 5.6% | 4,932 | 5.6% | 5,155 | 5.4% |
| WEEKLIES | 1,659 | 2.5% | 1,917 | 2.5% | 2,224 | 2.5% | 2,297 | 2.4% |
| WOMEN'S | 904 | 1.4% | 1,056 | 1.4% | 1,209 | 1.4% | 1,294 | 1.4% |
| MONTHLIES | 1,147 | 1.7% | 1,260 | 1.7% | 1,499 | 1.7% | 1,564 | 1.6% |
| **FARM PUBLICATION** | 148 | 0.2% | 163 | 0.2% | 181 | 0.2% | 186 | 0.2% |
| **TELEVISION** | | | | | | | | |
| TOTAL | 14,489 | 21.8% | 16,489 | 21.7% | 19,528 | 22.2% | 20,543 | 21.7% |
| NETWORK | 6,210 | 9.3% | 7,017 | 9.3% | 8,526 | 9.7% | 8,285 | 8.7% |
| SPOT | 4,364 | 6.6% | 4,827 | 6.4% | 5,488 | 6.2% | 6,004 | 6.3% |
| NAT. SYN* | 150 | 0.2% | 300 | 0.4% | 430 | 0.5% | 540 | 0.6% |
| LOCAL | 3,765 | 5.7% | 4,345 | 5.6% | 5,084 | 5.8% | 5,714 | 6.1% |
| **CABLE TV** | | | | | | | | |
| TOTAL | 227 | 0.3% | 353 | 0.5% | 572 | 0.7% | 767 | 0.8% |
| NATIONAL | 195 | 0.3% | 303 | 0.4% | 492 | 0.6% | 637 | 0.7% |
| LOCAL | 32 | 0.0% | 50 | 0.1% | 80 | 0.1% | 130 | 0.1% |
| **RADIO** | | | | | | | | |
| TOTAL | 4,670 | 7.0% | 5,210 | 6.9% | 5,817 | 6.6% | 6,490 | 6.8% |
| NETWORK | 255 | 0.4% | 296 | 0.4% | 320 | 0.4% | 365 | 0.4% |
| SPOT | 923 | 1.4% | 1,038 | 1.4% | 1,197 | 1.4% | 1,335 | 1.4% |
| LOCAL | 3,492 | 5.2% | 3,876 | 5.1% | 4,300 | 4.8% | 4,790 | 5.0% |
| **DIRECT MAIL** | 10,319 | 15.5% | 11,795 | 15.6% | 13,800 | 15.7% | 15,500 | 16.4% |
| **BUSINESS PAPER** | 1,876 | 2.8% | 1,990 | 2.6% | 2,270 | 2.6% | 2,375 | 2.5% |
| **OUTDOOR** | | | | | | | | |
| TOTAL | 721 | 1.1% | 794 | 1.0% | 872 | 1.0% | 945 | 1.0% |
| NATIONAL | 465 | 0.7% | 512 | 0.7% | 562 | 0.6% | 610 | 0.6% |
| LOCAL | 256 | 0.4% | 282 | 0.3% | 310 | 0.4% | 335 | 0.4% |
| **MISCELLANEOUS** | | | | | | | | |
| TOTAL | 12,726 | 19.1% | 14,241 | 18.8% | 16,326 | 18.6% | 17,619 | 18.6% |
| NATIONAL | 6,718 | 10.1% | 7,317 | 9.6% | 8,411 | 9.6% | 9,011 | 9.5% |
| LOCAL | 6,008 | 9.0% | 6,924 | 9.2% | 7,915 | 9.0% | 8,608 | 9.1% |
| **TOTAL** | | | | | | | | |
| NATIONAL | 37,785 | 56.8% | 42,525 | 56.1% | 49,690 | 56.6% | 53,355 | 56.3% |
| LOCAL | 28,795 | 43.2% | 33,325 | 43.9% | 38,130 | 43.4% | 41,395 | 43.7% |
| **GRAND TOTAL** | 66,580 | 100.0% | 75,850 | 100.0% | 87,820 | 100.0% | 94,750 | 100.0% |

**Source : McCann-Erickson, Inc.**
*** TVB ESTIMATE**

## TOTAL ADVERTISING VOLUME IN THE UNITED STATES

| MEDIUM | 1978 $MILL. | 1978 SHARE | 1979 $MILL. | 1979 SHARE | 1980 $MILL. | 1980 SHARE | 1981 $MILL. | 1981 SHARE |
|---|---|---|---|---|---|---|---|---|
| **NEWSPAPERS** | | | | | | | | |
| TOTAL | 12,214 | 28.2% | 13,863 | 28.4% | 14,794 | 27.6% | 16,528 | 27.4% |
| NATIONAL | 1,541 | 3.6% | 1,770 | 3.6% | 1,963 | 3.7% | 2,259 | 3.7% |
| LOCAL | 10,673 | 24.6% | 12,093 | 24.8% | 12,831 | 23.9% | 14,269 | 23.7% |
| **MAGAZINES** | | | | | | | | |
| TOTAL | 2,597 | 6.0% | 2,932 | 6.0% | 3,149 | 5.9% | 3,533 | 5.8% |
| WEEKLIES | 1,158 | 2.7% | 1,327 | 2.7% | 1,418 | 2.6% | 1,598 | 2.6% |
| WOMEN'S | 672 | 1.6% | 730 | 1.5% | 782 | 1.5% | 853 | 1.4% |
| MONTHLIES | 767 | 1.7% | 875 | 1.8% | 949 | 1.8% | 1,082 | 1.8% |
| **FARM PUBLICATION** | 104 | 0.2% | 120 | 0.2% | 130 | 0.2% | 146 | 0.2% |
| **TELEVISION** | | | | | | | | |
| TOTAL | 8,955 | 20.7% | 10,154 | 20.8% | 11,416 | 21.3% | 12,764 | 21.1% |
| NETWORK | 3,975 | 9.2% | 4,599 | 9.4% | 5,130 | 9.6% | 5,575 | 9.2% |
| SPOT | 2,607 | 6.0% | 2,873 | 5.9% | 3,269 | 6.1% | 3,746 | 6.2% |
| NAT. SYN* | ---- | ---- | ---- | ---- | 50 | 0.1% | 75 | 0.1% |
| LOCAL | 2,373 | 5.5% | 2,682 | 5.5% | 2,967 | 5.5% | 3,368 | 5.6% |
| **CABLE TV** | | | | | | | | |
| TOTAL | ---- | ---- | ---- | ---- | 58 | 0.1% | 122 | 0.2% |
| NATIONAL | ---- | ---- | ---- | ---- | 50 | 0.1% | 105 | 0.2% |
| LOCAL | ---- | ---- | ---- | ---- | 8 | 0.0% | 17 | 0.0% |
| **RADIO** | | | | | | | | |
| TOTAL | 3,052 | 7.0% | 3,310 | 6.8% | 3,702 | 6.9% | 4,230 | 7.0% |
| NETWORK | 147 | 0.3% | 161 | 0.3% | 183 | 0.3% | 230 | 0.4% |
| SPOT | 620 | 1.4% | 665 | 1.4% | 779 | 1.5% | 879 | 1.5% |
| LOCAL | 2,285 | 5.3% | 2,484 | 5.1% | 2,740 | 5.1% | 3,121 | 5.1% |
| **DIRECT MAIL** | 5,987 | 13.8% | 6,653 | 13.6% | 7,596 | 14.2% | 8,944 | 14.8% |
| **BUSINESS PAPER** | 1,400 | 3.2% | 1,575 | 3.2% | 1,674 | 3.1% | 1,841 | 3.0% |
| **OUTDOOR** | | | | | | | | |
| TOTAL | 466 | 1.1% | 540 | 1.1% | 578 | 1.1% | 650 | 1.1% |
| NATIONAL | 307 | 0.7% | 355 | 0.7% | 364 | 0.7% | 419 | 0.7% |
| LOCAL | 159 | 0.4% | 185 | 0.4% | 214 | 0.4% | 231 | 0.4% |
| **MISCELLANEOUS** | | | | | | | | |
| TOTAL | 8,555 | 19.8% | 9,633 | 19.9% | 10,453 | 19.6% | 11,672 | 19.4% |
| NATIONAL | 4,435 | 10.2% | 4,992 | 10.2% | 5,478 | 10.2% | 6,138 | 10.2% |
| LOCAL | 4,120 | 9.6% | 4,641 | 9.7% | 4,975 | 9.4% | 5,534 | 9.2% |
| **TOTAL** | | | | | | | | |
| NATIONAL | 23,720 | 54.7% | 26,695 | 54.7% | 29,815 | 55.7% | 33,890 | 56.1% |
| LOCAL | 19,610 | 45.3% | 22,085 | 45.3% | 23,735 | 44.3% | 26,540 | 43.9% |
| **GRAND TOTAL** | 43,330 | 100.0% | 48,780 | 100.0% | 53,550 | 100.0% | 60,430 | 100.0% |

**Source : McCann-Erickson, Inc.**
*** TVB ESTIMATE**

## TOTAL ADVERTISING VOLUME IN THE UNITED STATES

| MEDIUM | 1974 $MILL. | 1974 SHARE | 1975 $MILL. | 1975 SHARE | 1976 $MILL. | 1976 SHARE | 1977 $MILL. | 1977 SHARE |
|---|---|---|---|---|---|---|---|---|
| **NEWSPAPERS** | | | | | | | | |
| TOTAL | 7,842 | 29.5% | 8,234 | 29.5% | 9,618 | 28.9% | 10,751 | 28.7% |
| NATIONAL | 1,105 | 4.2% | 1,109 | 4.0% | 1,342 | 4.0% | 1,472 | 3.9% |
| LOCAL | 6,737 | 25.3% | 7,125 | 25.5% | 8,276 | 24.9% | 9,279 | 24.8% |
| **MAGAZINES** | | | | | | | | |
| TOTAL | 1,504 | 5.6% | 1,465 | 5.3% | 1,789 | 5.4% | 2,162 | 5.8% |
| WEEKLIES | 630 | 2.4% | 612 | 2.2% | 748 | 2.2% | 903 | 2.4% |
| WOMEN'S | 372 | 1.4% | 368 | 1.3% | 457 | 1.4% | 565 | 1.5% |
| MONTHLIES | 502 | 1.8% | 485 | 1.8% | 584 | 1.8% | 694 | 1.9% |
| **FARM PUBLICATION** | 72 | 0.3% | 74 | 0.3% | 86 | 0.3% | 90 | 0.2% |
| **TELEVISION** | | | | | | | | |
| TOTAL | 4,854 | 18.2% | 5,263 | 18.9% | 6,721 | 20.2% | 7,612 | 20.3% |
| NETWORK | 2,145 | 8.1% | 2,306 | 8.3% | 2,857 | 8.6% | 3,460 | 9.2% |
| SPOT | 1,497 | 5.6% | 1,623 | 5.8% | 2,154 | 6.5% | 2,204 | 5.9% |
| NAT. SYN* | ---- | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| LOCAL | 1,212 | 4.5% | 1,334 | 4.8% | 1,710 | 5.1% | 1,948 | 5.2% |
| **CABLE TV** | | | | | | | | |
| TOTAL | ---- | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| NATIONAL | ---- | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| LOCAL | ---- | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| **RADIO** | | | | | | | | |
| TOTAL | 1,837 | 6.9% | 1,980 | 7.1% | 2,330 | 7.0% | 2,634 | 7.0% |
| NETWORK | 69 | 0.3% | 83 | 0.3% | 105 | 0.3% | 137 | 0.4% |
| SPOT | 405 | 1.5% | 436 | 1.6% | 518 | 1.6% | 546 | 1.5% |
| LOCAL | 1,363 | 5.1% | 1,461 | 5.2% | 1,707 | 5.1% | 1,951 | 5.1% |
| **DIRECT MAIL** | 4,054 | 15.2% | 4,124 | 14.8% | 4,786 | 14.4% | 5,164 | 13.8% |
| **BUSINESS PAPER** | 900 | 3.4% | 919 | 3.3% | 1,035 | 3.1% | 1,221 | 3.3% |
| **OUTDOOR** | | | | | | | | |
| TOTAL | 309 | 1.2% | 335 | 1.2% | 383 | 1.2% | 418 | 1.1% |
| NATIONAL | 203 | 0.8% | 220 | 0.8% | 252 | 0.8% | 290 | 0.8% |
| LOCAL | 106 | 0.4% | 115 | 0.4% | 131 | 0.4% | 128 | 0.3% |
| **MISCELLANEOUS** | | | | | | | | |
| TOTAL | 5,248 | 19.7% | 5,506 | 19.6% | 6,552 | 19.5% | 7,388 | 19.8% |
| NATIONAL | 2,746 | 10.3% | 2,841 | 10.2% | 3,431 | 10.3% | 3,849 | 10.3% |
| LOCAL | 2,502 | 9.4% | 2,665 | 9.4% | 3,121 | 9.2% | 3,539 | 9.5% |
| **TOTAL** | | | | | | | | |
| NATIONAL | 14,700 | 55.2% | 15,200 | 54.5% | 18,355 | 55.1% | 20,595 | 55.0% |
| LOCAL | 11,920 | 44.8% | 12,700 | 45.5% | 14,945 | 44.9% | 16,845 | 45.0% |
| **GRAND TOTAL** | 26,620 | 100.0% | 27,900 | 100.0% | 33,300 | 100.0% | 37,440 | 100.0% |

**Source : McCann-Erickson, Inc.**
*** TVB ESTIMATE**

## TOTAL ADVERTISING VOLUME IN THE UNITED STATES

| MEDIUM | 1970 $MILL. | 1970 SHARE | 1971 $MILL. | 1971 SHARE | 1972 $MILL. | 1972 SHARE | 1973 $MILL. | 1973 SHARE |
|---|---|---|---|---|---|---|---|---|
| **NEWSPAPERS** | | | | | | | | |
| TOTAL | 5,704 | 29.2% | 6,167 | 29.8% | 6,938 | 29.9% | 7,481 | 29.9% |
| NATIONAL | 891 | 4.6% | 972 | 4.7% | 1,062 | 4.6% | 1,049 | 4.2% |
| LOCAL | 4,813 | 24.6% | 5,195 | 25.1% | 5,876 | 25.3% | 6,432 | 25.7% |
| **MAGAZINES** | | | | | | | | |
| TOTAL | 1,292 | 6.6% | 1,370 | 6.6% | 1,440 | 6.2% | 1,448 | 5.8% |
| WEEKLIES | 617 | 3.2% | 626 | 3.0% | 610 | 2.6% | 583 | 2.3% |
| WOMEN'S | 301 | 1.5% | 340 | 1.6% | 368 | 1.6% | 362 | 1.4% |
| MONTHLIES | 374 | 1.9% | 404 | 2.0% | 462 | 2.0% | 503 | 2.1% |
| **FARM PUBLICATION** | 62 | 0.3% | 57 | 0.3% | 59 | 0.3% | 65 | 0.3% |
| **TELEVISION** | | | | | | | | |
| TOTAL | 3,596 | 18.4% | 3,534 | 17.1% | 4,091 | 17.6% | 4,460 | 17.9% |
| NETWORK | 1,658 | 8.5% | 1,593 | 7.7% | 1,804 | 7.8% | 1,968 | 7.9% |
| SPOT | 1,234 | 6.3% | 1,145 | 5.5% | 1,318 | 5.7% | 1,377 | 5.5% |
| NAT. SYN* | ---- | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| LOCAL | 704 | 3.6% | 796 | 3.9% | 969 | 4.1% | 1,115 | 4.5% |
| **CABLE TV** | | | | | | | | |
| TOTAL | ---- | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| NATIONAL | ---- | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| LOCAL | ---- | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| **RADIO** | | | | | | | | |
| TOTAL | 1,308 | 6.7% | 1,445 | 7.0% | 1,612 | 6.9% | 1,723 | 6.9% |
| NETWORK | 56 | 0.3% | 63 | 0.3% | 74 | 0.3% | 68 | 0.3% |
| SPOT | 371 | 1.9% | 395 | 1.9% | 402 | 1.7% | 400 | 1.6% |
| LOCAL | 881 | 4.5% | 987 | 4.8% | 1,136 | 4.9% | 1,255 | 5.0% |
| **DIRECT MAIL** | 2,766 | 14.1% | 3,067 | 14.8% | 3,420 | 14.7% | 3,698 | 14.8% |
| **BUSINESS PAPER** | 740 | 3.8% | 720 | 3.5% | 781 | 3.4% | 865 | 3.5% |
| **OUTDOOR** | | | | | | | | |
| TOTAL | 234 | 1.2% | 261 | 1.3% | 292 | 1.3% | 308 | 1.2% |
| NATIONAL | 154 | 0.8% | 172 | 0.8% | 192 | 0.8% | 200 | 0.8% |
| LOCAL | 80 | 0.4% | 89 | 0.5% | 100 | 0.5% | 108 | 0.4% |
| **MISCELLANEOUS** | | | | | | | | |
| TOTAL | 3,848 | 19.7% | 4,079 | 19.6% | 4,577 | 19.7% | 4,932 | 19.7% |
| NATIONAL | 2,126 | 10.9% | 2,201 | 10.6% | 2,428 | 10.5% | 2,562 | 10.3% |
| LOCAL | 1,722 | 8.8% | 1,878 | 9.0% | 2,149 | 9.2% | 2,370 | 9.4% |
| **TOTAL** | | | | | | | | |
| NATIONAL | 11,350 | 58.1% | 11,755 | 56.8% | 12,980 | 55.9% | 13,700 | 54.8% |
| LOCAL | 8,200 | 41.9% | 8,945 | 43.2% | 10,230 | 44.1% | 11,280 | 45.2% |
| **GRAND TOTAL** | 19,550 | 100.0% | 20,700 | 100.0% | 23,210 | 100.0% | 24,980 | 100.0% |

**Source : McCann-Erickson, Inc.**
*** TVB ESTIMATE**

## TOTAL ADVERTISING VOLUME IN THE UNITED STATES ( IN MILLIONS )

| MEDIUM | 1962 | 1963 | 1964 | 1965 | 1966 | 1967 | 1968 | 1969 |
|---|---|---|---|---|---|---|---|---|
| **NEWSPAPERS** | | | | | | | | |
| TOTAL | 3,659 | 3,780 | 4,120 | 4,426 | 4,865 | 4,910 | 5,232 | 5,714 |
| NATIONAL | 722 | 702 | 773 | 784 | 887 | 846 | 889 | 943 |
| LOCAL | 2,937 | 3,078 | 3,347 | 3,642 | 3,978 | 4,064 | 4,343 | 4,771 |
| **MAGAZINES** | | | | | | | | |
| TOTAL | 942 | 1,002 | 1,074 | 1,161 | 1,254 | 1,245 | 1,283 | 1,344 |
| WEEKLIES | 519 | 540 | 583 | 610 | 658 | 651 | 657 | 662 |
| WOMEN'S | 200 | 218 | 231 | 269 | 280 | 282 | 284 | 308 |
| MONTHLIES | 223 | 244 | 260 | 282 | 316 | 312 | 342 | 374 |
| **FARM PUBLICATION** | 65 | 66 | 66 | 71 | 70 | 68 | 68 | 64 |
| **TELEVISION** | | | | | | | | |
| TOTAL | 1,897 | 2,032 | 2,289 | 2,515 | 2,823 | 2,909 | 3,231 | 3,585 |
| NETWORK | 976 | 1,025 | 1,132 | 1,237 | 1,393 | 1,455 | 1,523 | 1,678 |
| SPOT | 629 | 698 | 806 | 892 | 988 | 988 | 1,131 | 1,253 |
| NAT. SYN* | ---- | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| LOCAL | 292 | 309 | 351 | 386 | 442 | 466 | 577 | 654 |
| **CABLE TV** | | | | | | | | |
| TOTAL | ---- | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| NATIONAL | ---- | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| LOCAL | ---- | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| **RADIO** | | | | | | | | |
| TOTAL | 736 | 789 | 846 | 917 | 1,010 | 1,048 | 1,190 | 1,264 |
| NETWORK | 46 | 56 | 59 | 60 | 63 | 64 | 63 | 59 |
| SPOT | 233 | 243 | 256 | 275 | 308 | 314 | 360 | 368 |
| LOCAL | 457 | 490 | 531 | 582 | 639 | 670 | 767 | 837 |
| **DIRECT MAIL** | 1,933 | 2,078 | 2,184 | 2,324 | 2,461 | 2,488 | 2,612 | 2,670 |
| **BUSINESS PAPER** | 597 | 615 | 623 | 671 | 712 | 707 | 714 | 752 |
| **OUTDOOR** | | | | | | | | |
| TOTAL | 171 | 171 | 175 | 180 | 178 | 191 | 208 | 213 |
| NATIONAL | 115 | 115 | 117 | 120 | 118 | 126 | 137 | 138 |
| LOCAL | 56 | 56 | 58 | 60 | 60 | 65 | 71 | 75 |
| **MISCELLANEOUS** | | | | | | | | |
| TOTAL | 2,430 | 2,567 | 2,773 | 2,985 | 3,257 | 3,304 | 3,552 | 3,814 |
| NATIONAL | 1,437 | 1,520 | 1,630 | 1,745 | 1,896 | 1,909 | 2,020 | 2,131 |
| LOCAL | 993 | 1,047 | 1,143 | 1,240 | 1,361 | 1,395 | 1,532 | 1,683 |
| **TOTAL** | | | | | | | | |
| NATIONAL | 7,695 | 8,120 | 8,720 | 9,340 | 10,150 | 10,210 | 10,800 | 11,400 |
| LOCAL | 4,735 | 4,980 | 5,430 | 5,910 | 6,480 | 6,660 | 7,290 | 8,020 |
| **GRAND TOTAL** | 12,430 | 13,100 | 14,150 | 15,250 | 16,630 | 16,870 | 18,090 | 19,420 |

**Source : McCann-Erickson, Inc.**
*** TVB ESTIMATE**

## TOTAL ADVERTISING VOLUME IN THE UNITED STATES ( IN MILLIONS )

| MEDIUM | 1955 | 1956 | 1957 | 1958 | 1959 | 1960 | 1961 |
|---|---|---|---|---|---|---|---|
| **NEWSPAPERS** | | | | | | | |
| TOTAL | 3,077 | 3,223 | 3,268 | 3,176 | 3,526 | 3,681 | 3,601 |
| NATIONAL | 712 | 754 | 768 | 724 | 773 | 778 | 744 |
| LOCAL | 2,365 | 2,469 | 2,500 | 2,452 | 2,753 | 2,903 | 2,857 |
| **MAGAZINES** | | | | | | | |
| TOTAL | 691 | 758 | 777 | 734 | 832 | 909 | 895 |
| WEEKLIES | 397 | 440 | 451 | 425 | 479 | 525 | 508 |
| WOMEN'S | 161 | 166 | 165 | 151 | 168 | 184 | 187 |
| MONTHLIES | 133 | 152 | 161 | 158 | 185 | 200 | 200 |
| **FARM PUBLICATION** | 72 | 73 | 71 | 67 | 71 | 66 | 62 |
| **TELEVISION** | | | | | | | |
| TOTAL | 1,035 | 1,225 | 1,286 | 1,387 | 1,529 | 1,627 | 1,691 |
| NETWORK | 550 | 643 | 690 | 742 | 776 | 820 | 887 |
| SPOT | 260 | 329 | 352 | 397 | 486 | 527 | 548 |
| NAT. SYN* | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| LOCAL | 225 | 253 | 244 | 248 | 267 | 280 | 256 |
| **CABLE TV** | | | | | | | |
| TOTAL | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| NATIONAL | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| LOCAL | ---- | ---- | ---- | ---- | ---- | ---- | ---- |
| **RADIO** | | | | | | | |
| TOTAL | 545 | 567 | 618 | 620 | 656 | 693 | 683 |
| NETWORK | 84 | 60 | 63 | 58 | 44 | 43 | 43 |
| SPOT | 134 | 161 | 187 | 190 | 206 | 222 | 220 |
| LOCAL | 327 | 346 | 368 | 372 | 406 | 428 | 420 |
| **DIRECT MAIL** | 1,299 | 1,419 | 1,471 | 1,589 | 1,688 | 1,830 | 1,850 |
| **BUSINESS PAPER** | 446 | 496 | 568 | 525 | 569 | 609 | 578 |
| **OUTDOOR** | | | | | | | |
| TOTAL | 192 | 201 | 199 | 192 | 193 | 203 | 180 |
| NATIONAL | 130 | 136 | 134 | 130 | 130 | 137 | 122 |
| LOCAL | 62 | 65 | 65 | 62 | 63 | 66 | 58 |
| **MISCELLANEOUS** | | | | | | | |
| TOTAL | 1,793 | 1,948 | 2,012 | 2,020 | 2,206 | 2,342 | 2,320 |
| NATIONAL | 1,002 | 1,111 | 1,169 | 1,184 | 1,280 | 1,364 | 1,366 |
| LOCAL | 791 | 837 | 843 | 836 | 926 | 978 | 954 |
| **TOTAL** | | | | | | | |
| NATIONAL | 5,380 | 5,940 | 6,250 | 6,340 | 6,855 | 7,305 | 7,315 |
| LOCAL | 3,770 | 3,970 | 4,020 | 3,970 | 4,415 | 4,655 | 4,545 |
| **GRAND TOTAL** | 9,150 | 9,910 | 10,270 | 10,310 | 11,270 | 11,960 | 11,860 |

**Source : McCann-Erickson, Inc.**
*** TVB ESTIMATE**